

REFRESHINGLY LONDON



BEEFEATER

DISTILLED IN LONDON SINCE 1820

BEEFEATER® Imported Gin. 100% Neutral Spirits. Distilled From Grain. 47% Alc./Vol. (94 Proof). © 2006 Imported by Pernod Ricard USA, White Plains, NY.

BEEFEATER[®]
PRESENTS

LONDON IMPORTS



TIM EMMETT

WORLD-CLASS CLIMBER

Known for his unbridled enthusiasm, Tim has quickly scaled the ranks to become one of the UK's climbing elite. Whether he is putting up new routes, making waves with his pioneering Deep Water Solos or chronicling his adventures in his book *Preposterous Tales*, Tim is a true innovator and adventure icon with a thirst for the next challenge. And when he is not braving harrowing heights, Tim likes to unwind with a **Beefeater[®] Bloody Mary**, another London icon.

“Whether I am climbing, skiing or BASE-jumping, I am always looking to push the limits and live life to the fullest.”

FOR MORE INFO, GO TO TIMEMMETT.COM.

TIM'S AFTER-ADVENTURE ESCAPE:

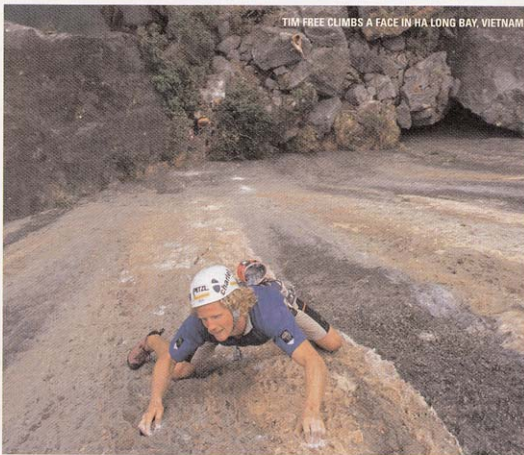
Beefeater[®] Bloody Mary

1 ounce Beefeater Dry Gin
6 ounces Bloody Mary Mix
Lime Juice

Mix ingredients with ice and garnish with lime wedge.



TIM FREE CLIMBS A FACE IN HA LONG BAY, VIETNAM



THERE IS SOMETHING ABOUT LONDONERS.

As one of the only 38 people who have reached both the North and South poles on foot, renowned polar explorer and **Beefeater®** fan **Tom Avery** recognizes those adventurers who embody the London attitude and heritage. Climber **Tim Emmett** and international mountain guide **Alun Richardson** have a drive for excellence and passion for innovation that have turned these home-grown adventurers into worldwide icons – like **Beefeater® Gin**, the only international gin still made in London.



YOUR HOST, TOM AVERY

ALUN RICHARDSON

INSTRUCTOR & MOUNTAIN GUIDE

As an international mountain guide, climbing instructor, author and photographer, **Alun Richardson** likes to mix it up when it comes to his passion for climbing. From his ground-breaking photographic library to his acclaimed climbing school on the famous sea cliffs of Pembrokeshire, Alun is an ardent supporter of mountaineering and a true innovator. When he's not conquering the world's tallest peaks, Alun relaxes with a **Beefeater® & Tonic**.

“The combination of wildlife, scenery and adventure makes Pembrokeshire a national treasure for British climbers.”

FOR MORE INFO, GO TO FREEDOMPHOTOGRAPHS.CO.UK.

ALUN'S AFTER-ADVENTURE ESCAPE:

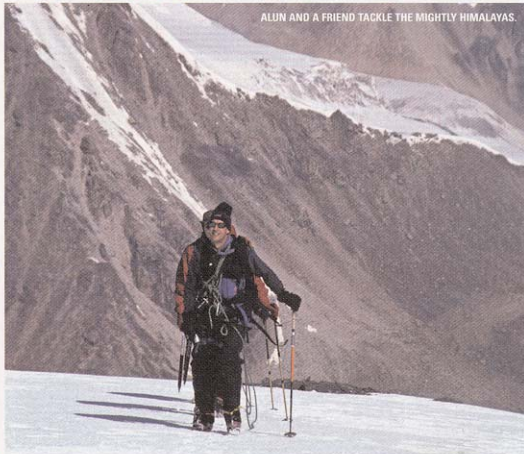
Beefeater® & Tonic

2 ounces Beefeater Dry Gin
Tonic Water
Lime Wedge

Pour Beefeater Gin into an ice-filled Collins glass. Squeeze lime and drop into glass. Top off with chilled tonic water.



ALUN AND A FRIEND TACKLE THE MIGHTY HIMALAYAS.



ENTER TO WIN

BEEFEATER®

LONDON

IMPORTS

SWEEPSTAKES

GRAND PRIZE WINNER WILL RECEIVE
The Ultimate London Adventure, including:

- Round-trip airfare for 2 to London
- 5 days/4 nights hotel accommodations
- A customized mountain-biking tour
- Tickets for 2 to a pro soccer match
- And other London adventures



TO ENTER:

Visit the Access Men's Journal website at www.accessmensjournal.com and follow the registration and entering directions provided therein or enter by mail by sending your name, address, daytime telephone and e-mail address (if you have one) to: Beefeater London Adventures Sweepstakes, c/o Men's Journal, 1290 Avenue of the Americas, 2nd floor, New York, New York 10104.

NO PURCHASE NECESSARY. OPEN TO LEGAL RESIDENTS OF THE FIFTY UNITED STATES AND WASHINGTON DC (VOID IN PUERTO RICO) WHO ARE 21 YEARS OF AGE OR OLDER AS OF April 11, 2006. Limit one entry per person. Entries must be received by 12:00 midnight EST on September 8, 2006. Sweepstakes void where prohibited or restricted and subject to all federal, state and local laws. By entering contest, all entrants grant permission for the use of their name for advertising and publicity purposes in conjunction with this sweepstakes without further compensation or permission. Certain restrictions may apply. Complete rules and regulations at www.accessmensjournal.com.

